

Mr A B Sample
Sample Cottage
Sample Street
Sampletown
Sampleshire
SS1 1SS

Personal Offer Code
46410464000001

Dear Mr Sample

Enjoy the Telegraph for a whole year - and **save a massive £338...**

As you will know, The Telegraph is the UK's best-selling quality newspaper, providing the very finest news coverage, insight and agenda-setting journalism.

Our readers enjoy cutting-edge comment and editorial on the things that matter in current affairs and cultural debate. It has become a must-read for those who want to stay ahead of the game.

The reason we are writing to you today, is a simple one. We were sad to lose you as a subscriber a while ago - and we would love to have you back with us.

So much so, we have put together this special subscriber offer exclusively for you. We can let you in on a little secret - it's amongst the best we have ever offered.

You will have seen the tremendous 13-week, half-price subscriber offer in the paper recently, I'm sure. Well, as a previous subscriber, **I'm delighted to offer you something even better than that!**

Yes, that's how much we would like you to come back to us...

Subscribe to the Telegraph again with this incredible offer and you will save £338 a year against the cover price of the newspaper.

That represents a marvellous **59% discount**. But, great as that is, we are not stopping there. When you subscribe, we will also send you a **£25 gift card from Marks & Spencer**, absolutely **FREE**, as a welcome back gift.

A saving of £338 per year – and a £25 M&S gift card. How good is that?

As a valued subscriber, you get so much more than a fantastic subscription deal on the UK's Number One quality newspaper.

Just look at the other superb benefits you will enjoy...

(please read on)

-)] **Your newspapers - seven days a week - wherever you may be**
-)] **Website - unlimited access to The Telegraph website**
-)] **Tablet Editions - on iPad, Android and Kindle Fire devices**
-)] **Mobile Apps - up to the minute news on your IOS or Android smartphone***
-)] **Rewards - exclusive offers, competitions and fantastic discounts from Telegraph Rewards**

To take advantage of this fabulous deal is so easy.

Simply complete the form overleaf and return it to us in the prepaid envelope enclosed. If it's more convenient, you can call us **FREE** on **0800 552 020** or visit our website at www.telegraph.co.uk/subscribe

Don't forget to use your Personal Offer Code at the top of this letter to claim your exclusive deal.

We look forward to hearing from you soon – and welcoming you back as a Telegraph subscriber.

With warm regards

Chris Evans
Editor-in-Chief

P.S. This exclusive subscription deal ensures you can enjoy the huge range of benefits that The Telegraph has to offer, at a substantial reduction on the cover price. Your £338 saving, is a 59% discount. So, why wait a moment longer – subscribe today.